



Amendments to the Claims

1. (Currently Amended) A system for enhancing a content object, comprising:
 - a system for downloading a network resource from a host server to a client;
 - a system for downloading an enhancement mechanism with the network resource, wherein the enhancement mechanism includes:
 - a loading module for requesting and loading the content object from a content server to the client; and
 - an enhancement module for altering an output format of the content object, wherein the enhancement module rearranges image data of the content object, and wherein the enhancement module operates on content objects having an unspecified visual format.
2. (Original) The system of claim 1, wherein the network resource is a web page.
3. (Original) The system of claim 2, wherein the content object is an ad.
4. (Original) The system of claim 3, wherein the ad comprises an ad in an industry standard format.
5. (Original) The system of claim 2, wherein the content object is an image.
6. (Original) The system of claim 2, wherein the enhancement mechanism comprises a plug-in embedded in the web page.

7. (Original) The system of claim 6, wherein the plug-in comprises an applet.
8. (Original) The system of claim 1, wherein the content server is an ad server.
9. (Original) The system of claim 8, wherein the ad server is a third party server.
10. (Original) The system of claim 8, wherein the host server acts as the ad server.
11. (Original) The system of claim 1, wherein the enhancement module converts the content object into a game.
12. (Original) The system of claim 3, wherein the enhancement module converts the ad into a game.
13. (Original) The system of claim 12, wherein the game overlays the ad.
14. (Currently Amended) The system of claim 12, wherein the game partitions the ad into a plurality of smaller images that can be manipulated relocated by an end user.
15. (Original) The system of claim 12, wherein the game resides in an area outside of the ad.

16. (Original) The system of claim 1, wherein the enhancement module instructs the host server to retrieve the content object.

17. (Original) The system of claim 1, further comprising a proxy system that obtains the content object from the content server on behalf of the client.

18. (Currently Amended) The system of claim 2, wherein ~~the~~ an enhanced content object is created by replacing an embedded ad with ~~the~~ an embedded enhancement module.

19. (Original) The system of claim 1, wherein the enhancement module alters the output format of the content object by providing an informing enhancement that requests a user action.

20. (Original) The system of claim 1, wherein the content object is altered in real-time.

21. (Original) The system of claim 1, wherein the content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization.

22. (Currently Amended) An enhancement mechanism for enhancing content, comprising:

- a system for loading a content object, wherein the content object comprises data stored in a predefined format;
- an enhancement module selected from a plurality of enhancement modules, wherein each enhancement module causes a unique different visual alteration of the loaded content object; and
- an application programming interface for converting the data from the predefined format to a format compatible with the selected enhancement module.

23. (Original) The enhancement mechanism of claim 22, wherein at least one of the enhancement modules converts the content object into a game.

24. (Original) The enhancement mechanism of claim 22, wherein at least one of the enhancement modules comprises an information enhancement.

25. (Original) The enhancement mechanism of claim 22, wherein the content object comprises an ad.

26. (Original) The enhancement mechanism of claim 22, wherein the system for loading the content object, the application programming interface, and the selected enhancement module are contained within a web page.

27. (Original) The enhancement mechanism of claim 22, wherein the system for loading the content object and at least one enhancement module are implemented as Java applets.

28. (Currently Amended) A program product stored on a recordable media that, when executed, comprises:

means for selecting an enhancement module from a plurality of enhancement modules;

means for installing an enhancement mechanism into a requested web page that is to be downloaded to a client, wherein the enhancement mechanism includes the selected enhancement module; and

proxy means for retrieving a content object on behalf of the client and causing the content object to be passed to the client;

wherein each of the plurality of enhancement modules causes a different visual alteration of the content object.

29. (Original) The program product of claim 28, wherein at least one of the plurality of enhancement modules converts the content object into a game.

30. (Original) The program product of claim 29, wherein the content object is selected from the group consisting of: an ad or an image.

31. (Original) The program product of claim 28, wherein at least one of the plurality of enhancement modules appends an information enhancement to the content object.

32. (Original) The program product of claim 28, wherein the proxy means causes an address of the content object to be modified to point to an address of a host server.

33. (Currently Amended) A method of enhancing content, comprising the steps of:

requesting a resource;

retrieving and processing the resource, wherein the resource includes an enhancement mechanism; and

processing the enhancement mechanism, including the steps of:

retrieving a content object;

transferring data from the content object to an enhancement module; and

executing the enhancement module such that ~~the image~~ data from the content object is ~~presented in an enhanced format rearranged~~.

34. (Original) The method of claim 33, wherein the resource comprises a web page, and the resource is retrieved from a server.

35. (Original) The method of claim 33, wherein the content object comprises an ad.

36. (Original) The method of claim 33, wherein the content object comprises an image.

37. (Original) The method of claim 33, wherein the enhancement module converts the content object into a game.

38. (Original) The method of claim 33, wherein the enhancement module comprises an informing enhancement that appends a message to the content object that requests an action from an end user.

39. (Original) The method of claim 38, wherein the message is overlaid on top of the content object.

40. (Original) The method of claim 38, wherein the message is appended outside of the content object.

41. (Original) The method of claim 38, wherein the message is displayed intermittently with the content object.